



# TAEP Producer Diversification Program Agritourism Criteria

For Fiscal Year 2009 – 2010 \*

## Program Criteria:

- \* This information is current as of **June 8, 2009** and is a supplement to the TAEP 2009 Application and Guidelines.
- ***What is Agritourism?*** For the purposes of TAEP, an Agritourism operation offers on-the-farm experiences incorporating or relating to production agriculture and aimed at increasing profitability of the operation.
  - Farm activities (fee-fishing, pick your own)
  - Farm education (tours of production agriculture)
  - Farm fun (corn maze, hayrides)
  - Farm purchases (retail sales of farm's agricultural products)
- **Producers** are eligible for the following cost share percentages for qualified expenses:
  - **Standard** - 35% cost share up to a maximum of \$10,000.
  - **Priority** - 50% cost share up to a maximum of \$15,000 for producers meeting special requirements for select items.
- The proposed activity must encompass **quality expansion** or **improvement** of the applicant's business. Eligible categories include:
  - Farm Infrastructure
  - Specialty Equipment
  - Marketing

## Competitive Projects – Agritourism:

Emphasis is given to projects that focus on long term public use considerations that increase opportunities for profitability.

## **Priority Cost Share – Special Requirements for 50% Cost Share:**

### ***Who is eligible?***

The applicant must have attended (1) of the following conferences **AND** (1) of the following workshops, sponsored by TDA/UT, prior to reimbursement deadline.

- Agritourism Conference (2007, 2008, 2009, 2010)
- Agritourism Workshop (2007, 2008, 2009)

### ***What items are eligible for the 50% priority cost share?***

- Brochures
- Hand washing stations
- Handicap accessible areas
- Lighting – public areas
- Maps – *directional for customers*
- Parking areas – *gravel or pavement*
- Pavilions – educational
- Public address (PA) systems
- Restroom facilities
- Retail shelters
- Safe way areas
- Signs
- Web site development

### ***What items are eligible for the 35% standard cost share?***

All of the items listed above (under priority cost share) are eligible for 35% if the applicant does not meet the special requirements for priority cost share.

Advertising -	Goat ramp *	Sprayer
- billboard	Greenhouse – structure	Tables
- internet	Hayride wagon *	Tents
- newsprint	Irrigation system	Vine stock
- radio	Mulch layer/lifter	- blackberries
- television	Row covers	- blueberries
Cash register	Scale – <i>fruit/produce</i>	- raspberries
DVD - <i>educational</i>	Seating *	Walk-in cooler/freezer
Fertilizer equipment	Sink – <i>fruit/produce</i>	
Fishing platform *	Spray equipment	

\* Items only eligible for Agritourism operations.

***What are some items that are ineligible for cost share?***

Arena – livestock	Golf Cart	Product development
ATV	Insecticides	Property – <i>purchase or debt payment</i>
Barn – <i>livestock, storage</i>	Labor – <i>applicant or employees of applicant</i>	Renovations of existing structures
Bed & Breakfast projects	Landscaping	Seeds – <i>produce, nursery, flowers, etc</i>
Building – <i>storage</i>	Land – <i>clearing of</i>	Software
Building – <i>show facility</i>	Livestock	Store – <i>for resale of goods</i>
Chemicals	Maintenance of existing structures	Tractor
Computer	Meeting expenses	Trade show expenses
Concession stands	Merchandise	Trailers – <i>livestock</i>
Containers - <i>bottles, pots</i>	Motorized vehicles	Used equipment
Drip tape	Motorized amusement rides	Water source creation – <i>ponds/wells</i>
Electrical service	Mower	Website – <i>annual or hosting fees</i>
Fees – <i>membership, hosting, domain</i>	Office equipment	Wells – <i>drilling of</i>
Fencing	Permits	Winemaking equipment
Fertilizer	Pesticides	
Forklift	Ponds – <i>digging of for a water source</i>	
Fuel		
Give-a-way items		

**Regulatory Reminder:**

- Producers must meet all state and local regulatory requirements to be eligible for cost share reimbursement.
- For questions regarding regulatory compliance, please contact John Sanford or Buddy Woodson, TDA Regulatory Services, at (615) 837-5193.

**Contact:**

- For more information regarding the TAEP Producer Diversification Program – contact **Jon Frady** at 615-837-5344 or **Producer.Diversification@TN.gov**.
- For information regarding TDA Market Development & Agritourism – contact **Pamela Bartholomew** at 615-837-5348 or **Pamela.Bartholomew@TN.gov**.
- Check the web at <http://www.TN.gov/agriculture/enhancement> for updates.